

**AGENDA**  
**BARABOO BUSINESS IMPROVEMENT DISTRICT**  
**BUSINESS DEVELOPMENT COMMITTEE**

**Date and Time:** Friday, September 11, 2020 at 2:00 PM

**Location:** City Hall, Room 205, 101 S Blvd Baraboo

**BID Members Noticed:** T. Sloan, S. Sloan, M. Yount, A. Adams

**OPENING**

1. Call to Order.
2. Roll Call.
3. Announce compliance with Open Meeting Law.
5. Adopt Agenda.

**OLD BUSINESS**

None

**NEW BUSINESS**

Discuss 2020 budget  
Create 2021 budget

**COMMITTEE CHAIR AND MEMBER COMMENTS**

**ANNOUNCEMENTS**

**ADJOURNMENT**

Tiffany Sloan, Chairperson



# BUSINESS DEVELOPMENT PROPOSAL

PROPOSAL TO MANAGE AND PROMOTE BUSINESS DEVELOPMENT WORKSHOPS FOR  
BARABOO BUSINESS IMPROVMENT DISTRICT



## *MERCHANDISING IN A SOCIAL DISTANCING WORLD*

Creating attractive retail displays that are visually pleasing and sell merchandise. This 1 hour workshop include tips and tricks to .....

\$400 | Bekah Stelling

## *FACEBOOK AND INSTAGRAM FOR SMALL BUSINESS*

This session will cover the ins and outs of the platform, including, but not limited to, navigating and making the most of the front end, analytics, Facebook Live, Stories, and much more.

\$600 | Josh Klemons



## *FACEBOOK & INSTAGRAM PAID ADS & ADVANCED CONTENT CREATION*

Not every small business has the time or manpower to devote to building the social media presence their brand deserves. This session will help you figure out how to spend your limited social media time wisely, ensuring you reap the greatest rewards from this ever-growing part of business – in as few as 20 minutes a day!

\$600 | Josh Klemons





## *BARABOO BRAND MESSAGING*

EVERY MOVE YOU MAKE: Writing A New Brand Strategy Every word, every image, every choice you make right now is a micro defining moment that, when strung together, will define your business and your brand well beyond 2020. Learn where Baraboo is taking its tourism brand and get tips on connecting with consumers authentically, compassionately, and creatively during this zoom workshop.

\$500 | Carla Minski

## *SOCIAL THURSDAY MEET UP*

Let's Meet up Thursday mornings to discuss your marketing strategies and challenges or just make space to get your weekly posts scheduled. This will be unstructured work time. Bring your laptop and content and let's create.  
4 weeks

\$100/ week | Lacey Steffes



## *CELL PHONE PHOTOGRAPHY FOR SMALL BUSINESS*

Learn intermediate photography techniques such as lighting, composition, styling and more. This class is great for marketers & small business owners. Anyone looking to up their photography game and learn some new tricks.

\$400 | Steph Shanks

# BUSINESS DEVELOPMENT

PROPOSAL TO MANAGE AND PROMOTE BUSINESS DEVELOPMENT WORKSHOPS FOR  
BARABOO BUSINESS IMPROVMENT DISTRICT





## *TOTAL INVESTMENT*

- Merchandising in a Social Distancing World | \$400
- Facebook and Instagram for Small Business | \$600
- Facebook and Instagram Advanced strategies and Content Creation | \$600
- Baraboo Brand messaging | \$500
- Social Thursday Meet Up | 4 x \$100 = \$400
- Cell Phone Photography for Small Business | \$400

Marketing, promotion and coordination for 5 sessions | \$200/ workshop = \$1000  
4 workshop days | \$250

**Total Investment | \$4150**

All above workshops are subject to availability & could be exchanged for similar topic or presenter. Total 2020 Business Development budget not to exceed \$4150 with Management not to exceed more than 25% of the class fees

## *LET'S CHAT*

If you have an idea for a workshop topic

**Show up...** Today in a creative way.

Video or visual presentations welcomed.



## CONNECT WITH US

@IIMPACTMARKETING • WWW.IIMPACTMARKETING.COM



SUBMIT TO LACEY@IIMPACTMARKETING.COM

# Business Development Sessions

Supporting & Growing Entrepreneurs in the Baraboo Area

## Thursday, July 9 | Vector & Ink

### Branding through content creation

Hands-down the most important thing you'll do for your company is give it a well thought out brand. The second most important thing? Growing that brand.

## Thursday, August 13 | Josh Klemons

### Facebook and Instagram Paid Strategies

Join Josh Klemons of Reverb Communications for a deep dive into the Facebook Ads Manager. We'll cover how to build powerful audiences, the different types of ad creatives and why they matter, how to understand Facebook's analytics platform and more.

## Thursday, September 4 | Vector & Ink

### What it takes to grow a city through knowing your brand & collaboration

What's your purpose for being open? What's the market you're selling products or services in? What are you doing to help yourself but also cross-promote those around you?

## Thursday, October 1st | Steph Shanks

### Cell Phone Photography and Video for Small Business

Learn intermediate photography techniques such as lighting, composition, styling and more. This class is great for marketers & small business owners. Anyone looking to up their photography game and learn some new tricks.

## Thursday, November 5 | Bekah Stelling

### Merchandising for Maximum Impact and Sales

Creating attractive retail displays that are visually pleasing and sell merchandise. This 1 hour workshop includes tips and tricks to .....



Join us every 2nd Tuesday at 8:30am August to December at Baraboo City Hall for Social Media Workshop. Bring your Computer and Questions for work time with Social Media Helpers.



Business Improvement District

**Classes are FREE for BID Members\* & \$10 per person per workshop for non BID Members**

\*BID Members own a commercial building in the BID District (Downtown) and pay a BID Tax each year.

**All Classes will be held at  
Baraboo City Services Building  
101 South Blvd Baraboo, WI**

## 2020 BID BUDGET FINAL

2020

| Codes for approvals           | REVENUE                                  |             |                    |
|-------------------------------|--|-------------|--------------------|
| 390-69-46850-000              | Assessment                               | \$46,900.00 |                    |
| 390-69-49300-000              | Farmer's Market                          | \$1,000.00  |                    |
|                               | <b>TOTAL REVENUE</b>                     |             | <b>\$47,900.00</b> |
| 390-69-56700-300- <b>972</b>  | <b>EXPENSES PROMOTIONS</b>               |             |                    |
|                               | Downtown Baraboo Light Parade            | \$3,000.00  |                    |
|                               | Downton Baraboo Holiday Advertisng       | \$2,000.00  |                    |
|                               | Advertising DBI Event Coordinate Support | \$3,000.00  |                    |
|                               | Devil's Lake Advertising                 | \$1,500.00  |                    |
|                               | Farmer's Market                          | \$2,000.00  |                    |
|                               | Image Adv Campaign                       | \$9,000.00  |                    |
|                               | <b>PROMOTIONS TOTAL</b>                  |             | <b>\$20,500.00</b> |
| 390-69-56700-300- <b>970</b>  | <b>PARKING LOT DEVELOPMENT</b>           |             |                    |
|                               | Parking lot reserve                      | 0           |                    |
|                               | Landscape and Maintenance                | \$1,500.00  |                    |
|                               | <b>PARKING LOT TOTAL</b>                 |             | <b>\$1,500.00</b>  |
|                               | <b>ADMINISTRATIVE</b>                    |             |                    |
| 390-69-56700- <b>310</b> -000 | Supplies                                 | \$200.00    |                    |
| 390-69-56700- <b>510</b> -000 | Insurance                                | \$650.00    |                    |
| 390-69-56700- <b>215</b> -000 | Professional Services (audit)            | \$2,000.00  |                    |
| 390-69-56700- <b>219</b> -000 | Accounting Services Operating Expenses   | \$800.00    |                    |
|                               |  | \$0.00      |                    |
|                               | <b>ADMINISTRATIVE TOTAL</b>              |             | <b>\$3,650.00</b>  |
| 390-69-56700-300- <b>971</b>  | <b>APPEARANCE/BANNERS</b>                |             |                    |
|                               | Hanging Flower Baskets                   | \$8,000.00  |                    |
|                               | Spring                                   | \$800.00    |                    |
|                               | Winter                                   | \$975.00    |                    |
|                               | Summer                                   | \$725.00    |                    |
|                               | Fall Décor                               | \$700.00    |                    |
|                               | Flags                                    | \$300.00    |                    |
|                               | Pole Décor                               | \$3,500.00  |                    |
|                               | Install Labor                            | \$1,000.00  |                    |
|                               | Other                                    | \$3,000.00  |                    |
|                               | <b>APPEARANCE/BANNERS TOTAL</b>          |             | <b>\$19,000.00</b> |
| 390-69-56700-300- <b>973</b>  | <b>BUSINESS DEVELOPMENT</b>              | \$3,250.00  |                    |
|                               | <b>BUSINESS DEVELOPMENT TOTAL</b>        |             | <b>\$3,250.00</b>  |
|                               | <b>TOTAL EXPENSES</b>                    |             | <b>\$47,900.00</b> |
|                               | <b>REVENUE OVER (UNDER) TOTAL</b>        |             | <b>\$0.00</b>      |